

# INDIANA STATE FAIR COMMISSION

PRESERVING OUR PAST.  
BUILDING FOR OUR FUTURE.



2004 ANNUAL REPORT

# 2004 INDIANA STATE FAIR COMMISSION, BOARD & STAFF

## COMMISSION

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Dr. Gene Sease, Chairman  
Indianapolis

Wayne Vance  
New Albany

Cress Hizer, C.A.S.H.  
Indianapolis

Susie Warner  
Goshen

Amos Musselman  
Newberry

Lt. Governor Kathy Davis  
Representative: Joe Pearson

Dean Turner  
Plainfield

Terry Hoffman, President  
Indiana State Fair Board  
Jasper

Invited Representation  
Governor Joseph Kernan  
Representative: Floyd Worley

## COMMISSION STAFF

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William H. Stinson  
Executive Director

Dave Hummel  
Operations Director

Patrick Berger  
Fair Coordinator

Pat Hudson  
Executive Secretary

Cynthia Hoye  
Marketing Director

Richard Trombley  
Buildings & Grounds Superintendent

Eddie Wilson  
Parking & Gates Director

Joy Rothrock  
Executive Assistant

Andy Klotz  
Media Relations Manager

Mark Hindsley  
Controller

## FAIR BOARD

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### ***Elected***

District 1, Don Meyer  
Valparaiso

District 2, Craig Sherbahn  
South Whitley

District 3, Mark Merkel  
Geneva

District 4, Mark Sigler  
Frankton

District 5, Terry Hoffman  
President  
Jasper

District 6, Don Whicker  
Sharpsville

District 7, Dick Crum  
Indianapolis

### ***Appointed***

District 1, Cary Cervenka  
Francesville

District 2, Diana Kuhn  
Bremen

District 3, Lynette Walter  
Warren

District 4, Jim Cole  
Vevay

District 5, Edgar Hackman  
Seymour

District 6, Lawrence Schopmeyer  
Farmersburg

District 7, Joseph Smith  
Indianapolis

### ***Ex Officio Members***

Governor Joseph Kernan  
Lt. Governor Kathy Davis  
Dr. David Petritz

## INDIANA STATE FAIR ADVISORY COMMITTEE

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Senator  
James Merritt, Chairman

Senator  
David Ford

Representative  
Terry Goodin

Representative  
Phyllis Pond

Senator  
Allie Craycraft

Senator  
Jim Lewis

Representative  
Bob Bischoff

Representative  
Bill Ruppel

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## *Fairgrounds Mission Statement*

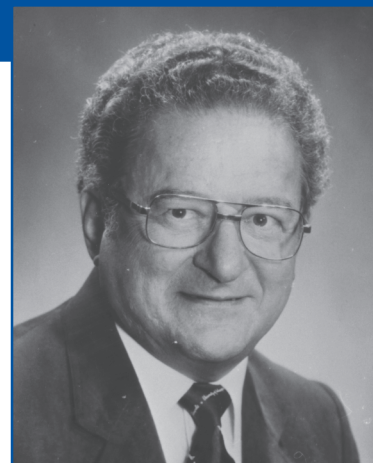
- *Good community neighbor and corporate citizen*
- *Support family-oriented activities and youth programs*
- *Serve largest customer: State Fair*
- *Serve primary customers: Event managers*
- *Provide accessible, cost-effective, secure, and modern facilities*

## *State Fair Mission Statement*

- *Hold annual Indiana State Fair*
- *Showcase Agriculture, Youth*
- *Educate general public about agriculture*
- *Maintain and promote agricultural heritage, current production methods, and future developments*
- *Entertain the public*

## *Message from the Commission Chairman*

The 2004 Indiana State Fair celebrated 100 years of 4-H in Indiana in a variety of ways, the most spectacular of which being the opening of the \$7.5 million 4-H Education Complex and Farm Bureau Insurance Celebration Park. More than a year of planning and construction culminated on August 11 as the Complex and Park set the scene for Opening Day Ceremonies and the start of 4-H anniversary festivities. As hundreds of 4-H alumni, active members and supporters gathered at the Farm Bureau Insurance Celebration Park for the ceremony, 4-H youths welcomed visitors with programs and mementos of the occasion as the 4-H choir and other members readied themselves to participate in the ceremonies.



*Dr. Gene Sease*



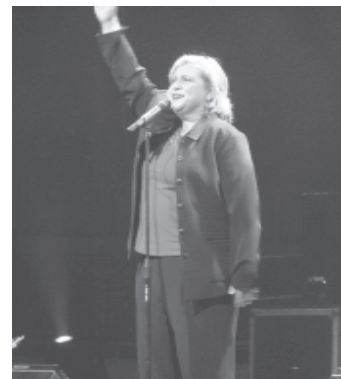
Interspersed in the familiar welcoming comments by Fair dignitaries were vignettes of the 4-H experience as told by seven young members. The 4-H choir performed and 10-year 4-H member and State Fair Queen Tiffany Miller led the audience in the Pledge of Allegiance and in the 4-H pledge.



Ribbons were cut for the renovated 4-H Exhibit Hall and the new Centennial Hall (formerly the Boys' Dormitory building) as the anxious audience streamed into the facilities to discover a wide variety of brand new features, programs and 4-H activities. More about the exciting new interactive learning areas and expanded exhibits will be featured later in this report.

With the election of a new Governor and Lt. Governor in November, the Commission takes this opportunity to express its sincere gratitude to former Governor Joe Kernan and Lt. Governor Kathy Davis for their staunch support of the Indiana State Fair and the ongoing improvements to the Indiana State Fairgrounds. Their leadership and dedication are greatly appreciated.

On behalf of Commission, State Fair Board and staff members, I welcome and congratulate our new State leadership, Governor Mitch Daniels and Lt. Governor Becky Skillman. The new administration honored the Indiana State Fairgrounds by selecting the Pepsi Coliseum for three inaugural events. On Sunday, January 9, 2005, the Governor and Lt. Governor joined friends from along the road for the Inaugural Gospel Celebration. Hosted by Bill and Gloria Gaither, this musical gala featured performances by the Gaithers, Sandi Patty, Jessy Dixon, Anthony Burger, the Anderson University Chorale, Eastern Star Church Choir and Carl Erskine.



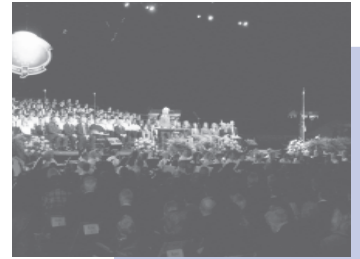


The following day, Governor Daniels and Lt. Governor Skillman returned to the Pepsi Coliseum for the formal Inauguration ceremony. Friends and families that the Governor met and came to know during his 16 months of traveling Indiana attended a special breakfast in the Marsh Blue Ribbon Pavilion prior to the swearing in ceremony. These guests joined others in the audience who came from every corner of Indiana to hear the State's top elected officials take their oaths of office and to hear first-hand of

Governor Daniels priorities for his administration.



This was the first time a Governor chose the Indiana State Fairgrounds for inaugural events, and the Commission appreciates the opportunity to have served in this capacity.



I would also like to recognize and thank Executive Director William H. Stinson, who resigned in December, for his leadership during the last 11 years at the Fairgrounds. His passion for preserving and improving this grand facility and its tradition-filled stately buildings raised the standards of excellence for new and on-going improvement projects. His dedication to advancing the Indiana State Fair as the premier showcase of Indiana agriculture was first and foremost as renovations of buildings and beautification of our grounds were planned and accomplished. Bill Stinson left an indelible mark in the history and future of the Indiana State Fairgrounds and State Fair. Commissioners, State Fair Board members and our staff thank him for a job well done.

We extend a warm welcome our new Executive Director, Cindy Hoyer. She is no stranger to our Fairgrounds and the Fair industry throughout the nation. Cindy Hoyer has served as the Commission's Marketing Director for the past 17 years and has been a driving force in the development and implementation of the Commission's master plan for capital improvements. During her tenure as Marketing Director, the Indiana State Fair's reputation as one of the highest quality fairs has steadily advanced at the national level. On behalf of the Commission, State Fair Board and staff, we thank Cindy for assuming this significant responsibility.

The past year's accomplishments and plans for 2005 follow in the remaining sections of this report.

Sincerely,

Dr. Gene Sease  
Indiana State Fair Commission Chairman





## *Little Hands on the Farm Goes National*



Little Hands on the Farm, created by the Indiana State Fair Commission's Marketing Department, debuted at the Fair in 1997. "Little Hands" is an interactive program that has helped over 26,000 children annually make the connection between a farmer's work and the products in our grocery and department stores. Since its inception, the program has enjoyed dramatic growth in numbers of children and families participating and has received national recognition, winning the award for Outstanding Special Agriculture Education Event from the International Association of Fairs and Expositions. The success of the program prompted staff to investigate the feasibility of offering it to other fairs. Now the program has gone national, as seven State and County Fairs across the country have purchased the trademarked program.

The first to buy into the program was the State Fair of Texas in 2002, followed by the Santa Clara County Fair in California. By March of 2004, five more fairs signed up for the Little Hands on the Farm prototype. Fairs may purchase a license for the program for \$10,000. The Fairs then receive a fully documented "how to" manual detailing every element of the Indiana State Fair's Little Hands on the Farm. Included in the manual are sponsorship and partnering concepts that have contributed so significantly to Indiana's success with this program. Ten hours of implementation assistance is also provided for each fair.





Expo New Mexico purchased a license in 2004, naming its program McDonald's Farm. Lt. Governor Diane Denish, known as New Mexico's early education advocate, participated in McDonald's Farm during their Fair. "McDonald's Farm is an excellent educational tool, combining hands-on learning, fun and a positive atmosphere. I am certain this exhibit will be a favorite at the New Mexico State Fair for years to come," she said. Visitors to the Iowa State Fair echoed this sentiment:



- ◆ *"We've been coming to the Fair for years. This is the best."*
  - ◆ *"This is the coolest thing yet at the Fair."*
  - ◆ *"Such a wonderful improvement to the Fair."*
- And finally,*
- ◆ *"Whoever did this deserves a medal!"*



The Indiana State Fair is pleased to present this program for our Fair visitors, and will continue to promote its availability to other fairs in an effort to strengthen agricultural education and awareness throughout the country.



## *4-H Education Complex Wins Awards*



The 4-H Education Complex earned three awards during 2004. In national competition, it won the International Association of Fairs and Expositions “Newly Established or Developed Event at Your Fair to Promote Agriculture” award. From Purdue University, the complex received the Cooperative Extension Director’s Award, and the American Council of Engineering Companies of Indiana selected this capital project for its Engineering Excellence Merit Award.

Bringing the former 4-H Boy’s Dormitory back to life in the form of Centennial Hall and major renovations to the 4-H Exhibit Hall were the latest accomplishments in the Commission’s capital improvement plan. The \$7.5 million project included a federal ISTEA grant that allowed for a total redesign and reconstruction of the lawn area in front of the complex.

The Commission joined forces with the Indiana 4-H Foundation in an aggressive private fundraising project, targeting a total \$1.2 million, to furnish the facilities. Thus far, the Foundation has raised about \$242,000. An additional \$290,000 in corporate donations, \$11,655 from individual contributions and \$1,200 from groups and clubs has also been raised.



Inside the two buildings, interactive learning centers offered visitors the opportunity to engage in sewing projects, woodworking and computer activities. Also included were a fully functioning kitchen and hospitality area. 4-H exhibitor projects that were once crowded into limited show space benefited from about 38,000 more square feet of exhibit space and new display cases. 4-H projects that moved to the Marsh Agricultural/Horticultural Building years ago because the Exhibit Hall was out of room returned to the complex in 2004.



Additional new features are planned for the complex for next year’s Fair. 4-H leadership and the Commission will continue the planning process in 2005 for potential uses and renovation requirements for the third building, formerly known as the Girls’ Dormitory.

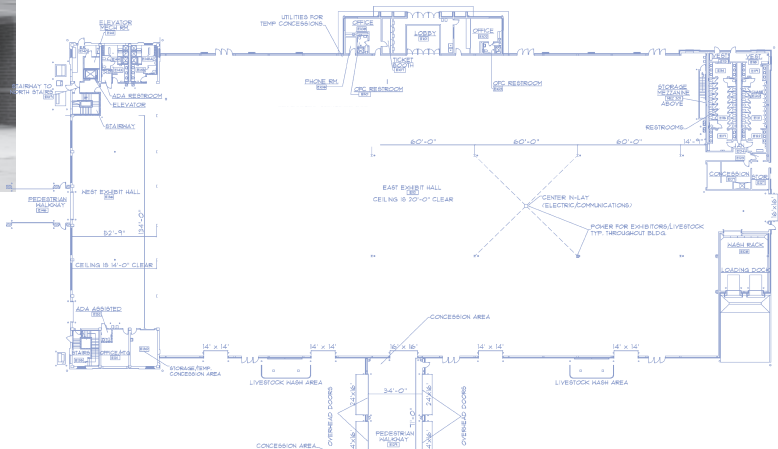




## Champions Pavilion Completed...



Construction on Phase II of the Champions Pavilion (Draft Horse Barn) wrapped up early in 2004, with building dedication held on the first day of the Indianapolis Boat, Sport and Travel Show. It was on this occasion that Lt. Governor Kathy Davis announced the results of the Kelley School of Business' economic impact study of the Indiana State Fairgrounds. That direct impact, measured at \$104.9 million, was detailed in the Commission's 2003 Annual Report, but bears mentioning again. The Fairgrounds' \$104.9 million direct annual economic impact on Marion County is equivalent to a 400-room hotel operating at 70% capacity, and it is comparable to a factory that employs 2,000 people earning an average annual salary of \$50,000.



Rentals of the Champions Pavilion have increased dramatically since its conversion from the old Draft Horse Barn to an efficient, well-designed, up-to-date show facility. New shows have moved into this facility, and several existing shows – such as Country Music Expo – have expanded their shows into this building through a permanent connector from the Marsh Blue Ribbon Pavilion.



# FAIRGROUNDS OPERATIONS...

## *New Shows and Events Choose the Fairgrounds*

Five schools brought their students to the Pepsi Coliseum for graduation ceremonies in 2004. Lawrence North, Lawrence Central, Hamilton Southeastern and Lincoln Tech conducted their ceremonies at the Fairgrounds for the first time, while North Central High School returned for the second year.

Purdue University broke with tradition in February of 2004 and held its annual Purdue Ag Alumni Fish Fry in the Marsh Blue Ribbon Pavilion instead of the Purdue campus. Organizers and attendees alike were highly satisfied with the Marsh Blue Ribbon Pavilion for this signature event, so much so that the group committed to returning to this location in 2005 and 2006.



***Purdue Fish  
Fry***



***Hispanic  
Rodeo***



### **New Shows in 2004:**

- Indiana Repertory Theater Scene Party
- J.D. BYRIDER – Commercial Shoot
- WEDJ Radio Latina Home Show
- Rogers Block & Wall Landscape Seminar
- Children's and Parent's Expo
- Simply She Lifestyle Show
- Midwest TGIF Fanciers Cat Show
- Rosehill Enterprises Gift Show for Dealers Only
- IndyGo Town Meeting
- Master Spas Show & Sales
- Domestic Violence Network of Greater Indianapolis
- Regional Reining Horse Show
- Indianapolis Small Business Expo
- Indianapolis Postal Customers Trade Show
- PepsiCo Team Building Seminars
- Gymnastics Unlimited Meet
- Pet Fest Adoption Day
- Hispanic Rodeo
- Slam Fest Wrestling
- Gallivan Auction
- Visiting Nurses Fundraising Party
- Get Motivated Seminars
- Indy Deaf Nation Expo
- Glen Kopp Horse Sale
- Parelli National Horsemanship Show
- Cisco Companies Trade Show
- Indy Parks Lights On After Dark Rally

# COMMISSION GIVES BACK TO COMMUNITY...

The Indiana State Fair Commission adopted a policy in the early 1990s to help not-for-profit organizations serve their clients and customers by providing one or more of our facilities rent-free on a quarterly basis. The only cost to these organizations is the Commission's actual out-of-pocket expense. The Commission also assists county 4-H fairs by loaning, free of charge, a variety of livestock pens, stalls and shuttle buses. Through the course of 2004, the following not-for-profit events or activities were held at the Fairgrounds:



- **Salvation Army Toy Give Away** - Marsh Agriculture/Horticulture Building
- **Salvation Army Coats for Kids** - Marsh Agriculture/Horticulture Building
- **Santa Comes to Town Hispanic Food Give Away** - Marsh Blue Ribbon Pavilion
- **Mt. Paran Shoe Give Away** – Northwest Pavilion
- **Wheeler Mission Appreciation Dinner** – Farm Bureau Building
- **Boy Scouts of America Memorabilia Auction** – Pioneer Our Land Pavilion
- **Mexican Consulate's Cinco de Mayo Celebration** – North side of grounds & Farm Bureau Building
- **Indiana All Morgan Horse Show** – West Pavilion and Pepsi Coliseum
- **Indianapolis Charity Horse Show** – West Pavilion and Pepsi Coliseum
- **Big Sisters** – Farm Bureau Building
- **Safe Night Halloween** – South Pavilion

# CORPORATE SPONSORS...

*We take this opportunity to thank our 2004 Indiana State Fair/Fairgrounds Sponsors for their gracious support:*



American Dairy Association of Indiana, Inc.

Anthem

Careers in Motion

Cingular Wireless

Clarian Health

Click It or TICKET

Comcast

CP Morgan

CVS/pharmacy

Dickies

Dow AgroSciences

EASTGATE Chrysler Jeep/

WESTGATE Chrysler Jeep Dodge

Edy's Grand Ice Cream

Farm Bureau Insurance

Fischer's Hot Dogs

Gillette Venus

Hardee's

Health Craft

Healthy Gourmet

Heartland Barns

Hewlett-Packard

Hoosier Energy

Hoosier Lottery

Indiana Beef Cattle Association

Indiana Dollars for Scholars

Indiana Farm Bureau, Inc.

Indiana Propane Gas Foundation

Indiana Pork Producers Association

Indiana Sheep Breeders Association

Indiana State Poultry Association, Inc.

Indiana Soybean Board



ITPC - Indiana Tobacco Prevention & Cessation

Indianapolis Motor Speedway

Indianapolis Private Industry Council

Indianapolis Star

Jenn-Air Mobile Tour

Marsh Supermarkets, Inc.

Master Spas

McNamara Florist

MobileMoney

National City Bank

OrthoIndy

Pepsi-Cola

Pfizer

Pioneer Hi-Bred International, Inc.

Pop Weaver Popcorn

Purdue University

Purina Cat Chow

Red Gold

SBC

Subway

The Marten House Hotel

Toyota Motor Sales USA

Union Federal Bank

## PRESIDENT'S CLUB SPONSORS

Angie's List

Dodge Rodeo

Piano Solutions

Braun's Fun Time Campers

Innovative Technical Solutions

WLC Company, Inc.



# CAPITAL IMPROVEMENT PLANS...

## *2005 Plans...*

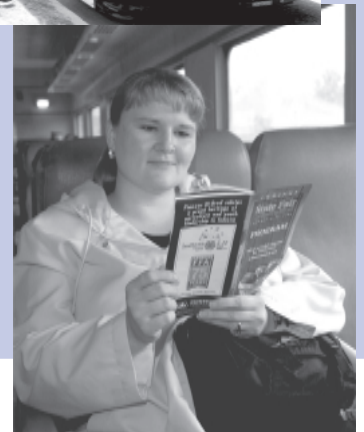
### • *4-H Education Complex*



Planning for appropriate uses and space requirements will continue with regard to the third building in this complex. The Commission allocated \$320,000 in its 2005 budget for preliminary design.

### • *State Fair Transportation Center*

Capitalizing on initial efforts in 2004 to encourage Fair visitors to park in outlying Fair-operated parking lots and shuttle to the Fairgrounds or to participate in joint State Fair and IndyGo's Park and Ride programs, the Commission will redesign traffic patterns, realign roadways on the Fairgrounds' north side and create a multi-purpose transportation center. This facility will provide definition to the shuttles' and IndyGo buses' drop-off and pick-up points for Fair visitors while offering shade to those waiting for pick-up. In 2004, 4,596 visitors used the IndyGo Park and Ride program offered at Glendale Shopping Center and Major Taylor Velodrome.



## • *Raising a Barn*

Just about everyone who comes to the Fair makes at least one trip through Pioneer Village to see vintage farm equipment in action and a variety of wares reflecting the farming and rural ways of life years ago. On busy weekends, the Village is just about at capacity in terms of pedestrian traffic. The Commission is studying short and long-term improvements to this area that would provide better organization and orientation of Pioneer Village attractions. A first step in this process will be readied for the 2005 State Fair. The Rudy Bontrager Construction Company will build a cultural exhibit utilizing Amish construction techniques and materials. The finished exhibit will be a 30' x 60' traditional 1880's Pin Frame Barn and will house livestock and small animals previously penned in tents.



*-Conceptual Drawing by Wade Johnson*



# ONE MORE TIME...

## *Message from the Fair Board President*

Fantastic weather and outstanding programs brought an astounding 900,365 visitors to the Great Indiana State Fair in 2004. With the emphasis on celebrating 100 years of 4-H in Indiana and 75 years of FFA, current and former members of these groups made visiting a priority this year. One of the largest Opening Ceremonies audiences in recent history enjoyed the new Farm Bureau Insurance Celebration Park and applauded renovations made to the 4-H Education Complex.



*Terry Hoffman*

4-H and Open Class exhibitors appreciated the roughly \$450,000 worth of improvements to the Swine Barn, while the State Fair's nationally recognized draft horse shows settled in to the recently completed Champions Pavilion.

Visitors to programs in the Pepsi Coliseum appreciated the ease with which they entered the building. Gone were the terribly heavy, hard to open old doors. Eighty-five new doors on three sides of this building were installed to improve entry and energy efficiency and to enhance ADA accessibility.



New Fair programs and features were well received. Children especially enjoyed the thrills of Comcast presents Kachunga & The Alligator. This 15-year old production combines education about American alligators against the backdrop of dangerous stunts and numerous laughs.







The popular Budweiser Clydesdales visited several days of the Fair. Housed under a tent near the Pfizer Fun Park, these stately animals stood watch as thousands came to observe and learn about the rich heritage of this breed and the Budweiser Clydesdale teams. Fairgoers watching evening draft horse shows in the Pepsi Coliseum were treated to special appearances by the famous Budweiser Clydesdale eight-horse hitch. The hitch also participated in the Fair's parade during their stay.

Ball State University became a major partner with the Fair this year. Its Department of Landscape Architecture created the 21<sup>st</sup> Century Home Place in the Marsh Agriculture/Horticulture Building. Department employees and students built a whimsical backyard crafted with recycled materials and objects to draw attention to the value of recycling and potential uses of such materials.



State Fair Board members and staff are well into the planning process for the 2005 Fair, August 10-21 and for a grand Sesquicentennial State Fair celebration August 9 - 20, 2006.

*More information about our  
150th Celebration will be unveiled at  
this year's Fair - don't miss out!*

Sincerely,

*Terry Hoffman*

Terry Hoffman  
Indiana State Fair Board President



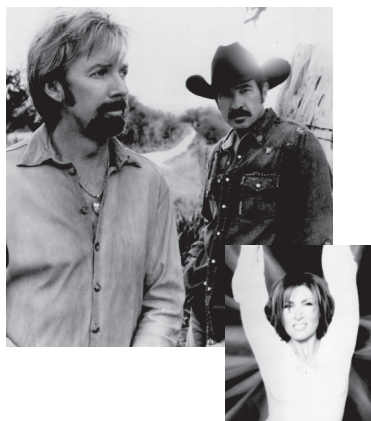


**Attendance - 900,365 - New record!!!!!!**

## Headline Entertainment:



**Newsboys**  
with special guest  
**TAIT**



**Brooks & Dunn**  
with special guest  
**JoDee Messina**



**Reba**



**Clay Aiken**



**Switchfoot**



**Cingular Wireless**  
**VOICE Xtreme Air**  
Show featuring  
**Tony Hawk**

- "1964" Beatles Tribute Band and  
Last Blast Fireworks

## WFMS Free Stage Highlights:

- Joe Diffie
- Dierks Bentley
- Pat Green
- Pepsi Gospel Music Day
- Hispanic Music Day
- Doug Stone
- Jimmy Wayne
- Gary Allen
- Traditional Arts Fiddle Contest
- Contemporary Christian Music Day
- Veterans Memorial Service



**Hispanic**  
**Music Day**

## New Attractions:

- Dino Might! presented by The Children's Museum
- Comcast presents Kachunga & The Alligator
- American Spirit Quilt Project
- Budweiser Clydesdales
- Ball State Backyard...A 21st Century Home Place
- Purina Incredible Dog Team with Dock Diving
- 75th Anniversary of Indiana FFA & 100th Anniversary of Indiana 4-H
- Home & Family Arts Exhibit Projects for Sale
- Cartoon Characters - Spider-Man, Scooby Doo, Garfield, Tommy Pickles
- Deep Fried Oreos



# BALANCE SHEET

## AS OF DECEMBER 31, 2004

### ASSETS

#### CURRENT ASSETS

Petty Cash	\$500.00
Cash in Bank- Tax Revenues	254,977.96
Cash in Bank- Fairgrounds Operating	337,957.67
Cash in Bank- Fair Operating	336,220.74
Cash in Bank- Facility Charge	80,536.01
Cash in Bank- Payroll	6,034.87
Cash in Bank- Credit Card	2,958.24
Cash in Bank- Savings	104,651.95
Cash in Bank- Fair '04 Premium Account	4,827.39
Cash in Bank- Fair '03 Premium Account	7,863.04
Cash on Hand- Change Bank	9,150.00

**TOTAL CASH \$1,145,677.87**

#### ACCOUNTS RECEIVABLE

Accounts Receivable- Fairgrounds	\$135,895.53
Accounts Receivable- Fair	119,145.86
Accounts Receivable- Bad Checks	483.00
Accrued Receivables- Fairgrounds	155,421.43

**TOTAL ACCOUNTS RECEIVABLE \$410,945.82**

**TOTAL CURRENT ASSETS \$1,556,623.69**

#### RESTRICTED ASSETS

##### CASH IN BANK

Cash- 4-H Scholarship	\$12,352.82
Cash- Bond Proceeds	50.00
Cash- Bond DSR Fund	2,262,849.56
Cash- Bond Funding Account	2,031,454.11
Cash- 4-H Investment	63,106.33

**TOTAL RESTRICTED CASH \$4,369,812.82**

#### INVESTMENTS

Current Investments	\$5,325,000.00
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**TOTAL INVESTMENTS \$5,325,000.00**

**TOTAL RESTRICTED ASSETS \$9,694,812.82**

#### PROPERTY, PLANT, & EQUIPMENT

Land & Land Improvements	\$9,060,364.94
Buildings & Building Improvements	64,769,686.54
Construction in Progress	398,370.54
Machinery & Equipment	2,975,122.53
Office Furniture & Fixtures	1,407,475.48

#### ACCUMULATED DEPRECIATION\*

Land Improvements	(\$2,034,562.41)
Buildings & Improvements	(20,830,044.76)
Machinery & Equipment	(1,750,003.04)
Office Furniture & Fixtures	(848,727.73)

**TOTAL PROPERTY, PLANT, & EQUIPMENT \$53,147,682.09**

#### OTHER ASSETS

Deferral of Loss on Refunding	\$202,987.20
Deferred Bond Issuance Costs	635,341.31

**TOTAL OTHER ASSETS \$838,328.51**

**TOTAL ASSETS \$65,237,447.11**

### LIABILITIES & FUND EQUITY

#### CURRENT LIABILITIES-TRADE

Accounts Payable- Fairgrounds	\$24,450.99
Accounts Payable- Fair	45,241.74
Accounts Payable- Facility	10,326.47
Payroll Withholdings	3,387.97
Sales Taxes Withholding	10,578.80
Sales Tax Payable- Fairgrounds	4,769.17
Sales Tax Payable- Fair	29.76
Clearing- Sale of Champions	9,137.43
Clearing- Dairy/Milking House	1,527.25
Clearing- Indianapolis Ice	859.50
Accrued Payables- Fairgrounds	567,712.22
Accrued Payables- Fair	41,000.00

**TOTAL CURRENT LIABILITIES- TRADE \$719,021.30**

#### CURRENT LIABILITIES-OTHER

Deferred Income- Fairgrounds	\$65,740.44
Deferred Income- Fair	2,625.50

**TOTAL CURRENT LIABILITIES-OTHER \$787,387.24**

#### LIABILITIES PAYABLE

##### RESTRICTED FUNDS

Revenue Bonds 2002- Current	\$1,375,000.00
Revenue Bonds 2002- Long Term	18,835,000.00
Unamortized Bond Discount	(142,683.99)
Principal + Interest Payable- 2002 Bonds	1,762,413.75
Construction Line of Credit	0.00
4-H Showmanship Scholarships	5,961.55
Riverboat Reversion Reserve	0.00

**TOTAL RESTRICTED LIABILITIES \$21,835,691.31**

**TOTAL LIABILITIES \$22,623,078.55**

#### FUND EQUITY

##### CONTRIBUTED CAPITAL

Capital Improvements 1990-2004	\$15,725,353.17
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**TOTAL CONTRIBUTED CAPITAL \$15,725,353.17**

##### RETAINED EARNINGS

Reserved Retained Earnings- 4-H	\$55,193.31
Undesignated Retained Earnings	20,762,026.26
Net Profit/(Loss)	6,071,795.82

**TOTAL RETAINED EARNINGS \$26,889,015.39**

**TOTAL EQUITY \$42,614,368.56**

**TOTAL LIABILITIES & FUND EQUITY \$65,237,447.11**

# INCOME STATEMENT INDIANA STATE FAIR REVENUE

FOR THE PERIOD JANUARY 1, 2004 TO DECEMBER 31, 2004

## REVENUE BY DEPARTMENT- FAIR

### SPORTS/EVENTS

Rodeo	\$70,685.33
Band Day	81,589.30
Cheerleading	28,362.70
Wine Competition	113,412.17
<b>Sub-Total</b>	
<b>Sports/Events</b>	<b>\$294,049.50</b>

### SHOWCASE EVENTS

Baton Twirling	\$2,173.00
Youth Talent	5,240.00
Farm Bureau Building	4,000.00
<b>Sub-Total</b>	
<b>Youth Showcase</b>	<b>\$11,413.00</b>

### LIVESTOCK

Harness Racing	\$5,738.80
4-H Dog Show	8,155.00
Llama Show	8,850.00
4-H Horse & Pony	28,070.00
Draft Horse Shows	46,825.00
Horse & Mule Pulls	10,931.00
Cattle Barn/Beef	52,283.27
Cattle Barn/Dairy	25,051.00
Swine Barn	84,440.21
Sheep	36,223.36
Goats	9,005.50
Boer Goats	4,534.00
Pygmy Goats	3,513.00
Champion Sale	23,407.48
Poultry Building	19,861.00
Cat Show	1,615.00
<b>Sub-Total Livestock</b>	<b>\$368,503.62</b>

### BUILDINGS/MISC. EVENTS

FFA Building	\$1,550.00
Pioneer Our Land Pavilion	74.25
Pioneer Village	7,115.88
4-H Summary	4,945.00
Queen Contest	20,514.35
Home & Family Arts	63,466.10
Young Hoosier Pianists	2,260.00
Marsh Ag/Hort Building	7,100.75
Senior Citizens Building	4,000.00
Balloon Race	3,600.00
Goat Mountain	10,122.22
Brewers Competition	2,703.00
<b>Sub-Total</b>	<b>\$127,451.55</b>

### LIVE ENTERTAINMENT

Entertainment Dept.	\$795,876.48
Last Blast/Fireworks	209.67
Family Fun Park	4,194.50
Main Street Stage	316.00
3-on-3 Basketball	7,050.00
<b>Sub-Total</b>	
<b>Live Entertainment</b>	<b>\$807,646.65</b>

### GATES/CONCESSIONS/MISC.

Gates	\$2,901,519.90
Parking	6,430.00
EZ Lot Parking	14,654.00
South Lot Parking	206,770.66
Concessions/Midway	2,105,493.93
Machinery Field	52,200.00
Shuttle Bus	127,002.99
Expo Hall	243,335.06
<b>Sub-Total</b>	<b>\$5,657,406.54</b>

### INTERNAL DEPARTMENTS

General Administration	\$27,049.34
Marketing	40,375.57
Sponsorship (Clear Channel)	927,561.22
Sponsorship (non-CC)	5,500.00
Ticket Office	6,622.00
Sign Shop	636.79
Wine Tasting/Reception	6,827.50
<b>Sub-Total</b>	<b>\$1,014,572.42</b>

**TOTAL REVENUE - FAIR** **\$8,281,043.28**



# INCOME STATEMENT INDIANA STATE FAIR EXPENSES

FOR THE PERIOD JANUARY 1, 2004 TO DECEMBER 31, 2004

## EXPENSES BY DEPARTMENT - FAIR

### SPORTS/EVENTS

Marsh Grandstand	\$41,184.72
Rodeo	62,947.47
Band Day	86,491.06
Cheerleading	10,892.55
Wine Competition	113,364.00
<b>Sub-Total</b>	
<b>Sports/Events</b>	<b>\$314,879.80</b>

### SHOWCASE EVENTS

Showcase Events Misc.	\$795.75
Baton Twirling	4,301.21
Youth Talent	5,804.15
Farm Bureau Building	14,993.35
<b>Sub-Total Showcase</b>	<b>\$25,894.46</b>

### LIVESTOCK

Harness Racing	\$10,568.45
4-H Dog Show	6,859.58
Pepsi Coliseum	38,837.21
Llama & Alpaca Show	19,133.23
4-H Horse & Pony	43,390.90
Draft Horse Shows	132,153.07
Horse & Mule Pulls	8,335.67
Livestock Nursery	25,833.24
Draft Horse Barn	3,679.10
Cattle Barn (Beef)	121,568.58
Cattle Barn (Dairy)	78,379.56
Swine Barn	159,473.36
Sheep	147,558.00
Goats	47,384.18
Boer Goats	7,812.92
Pygmy Goats	11,545.78
Champion Sale	27,318.76
Poultry Building	94,837.06
Cat Show	2,312.18
South Pavilion	4,940.00
<b>Sub-Total Livestock</b>	<b>\$991,920.83</b>

### BUILDINGS/MISC.EVENTS

Pathway to Water Quality	\$6,486.95
FFA Building	55,919.10
Young Farmers	18,189.84
Pioneer Our Land Pavilion	52,964.23
Farmer's Day Parade	4,007.27
Pioneer Village	74,890.85
4-H Summary	245,787.42
Comm. of Agriculture	3,390.68
Unallocated	10,275.83
Queen Contest	49,247.18
Home & Family Arts	125,391.82
Young Hoosier Pianists	3,384.41
Marsh Ag/Hort Building	75,709.03
Senior Citizens Building	12,323.87
Veterans Day	5,038.31
Balloon Race	10,558.35
Goat Mountain	10,442.00
State Fair Gardens	3,852.78

Brewers Competition	7,036.36
<b>Sub-Total</b>	<b>\$775,145.05</b>

### LIVE ENTERTAINMENT

Entertainment Dept.	\$862,986.03
Last Blast/Fireworks	29,922.00
Family Fun Center	44,678.83
Main Street Stage	43,433.55
Entertainment Grounds	31,250.00
Little Hands on the Farm	4,553.98
3-on-3 Basketball	15,986.16
WFMS Free Stage	104,442.71
Clarian Dance for Health	4,573.75
Gospel Music	15,250.00
Christian Music	14,647.35
Edy's Grand Hall	50,553.63
<b>Sub-Total</b>	
<b>Live Entertainment</b>	<b>\$1,222,277.99</b>

### YOUTH

Jr./Sr. Explorers Club	\$40,125.73
<b>Sub-Total Youth</b>	<b>\$40,125.73</b>

### GATES/CONCESSIONS/MISC.

Gates	\$183,308.83
Parking	224,422.32
EZ Lot Parking	116,976.03
South Lot Parking	43,082.25
Concessions/Midway	125,139.89
Machinery Field	1,860.00
Shuttle Bus	84,078.82
Expo Hall	10,682.50
DNR Building	3,714.00
<b>Sub-Total</b>	<b>\$793,264.64</b>

### INTERNAL DEPARTMENTS

General Administration	\$232,736.22
Payroll	609,235.15
Marketing	653,203.06
TV Commercial	39,287.05
Sponsorship (Clear Channel)	468,595.68
Central Purchasing	65,893.34
Sign Shop	13,782.68
Print Shop	2,528.32
Support Services	33,371.59
Ticket Office	(462.16)
Buildings & Grounds	207,735.86
Utilities	165,030.86
Wine Tasting/Reception	9,383.48
Fair Board Office	247,022.88
Fair Board Directors	49,937.59
Operations	230,658.83
Public Safety	81,280.14
Supplemental	309,519.94
<b>Sub-Total</b>	<b>\$3,418,740.51</b>

<b>TOTAL EXPENSE - FAIR</b>	<b>\$7,582,249.01</b>
<b>INCOME EXCEEDING</b>	
<b>EXPENDITURES - FAIR</b>	<b>\$698,794.27</b>

# INCOME STATEMENT

## INDIANA STATE FAIRGROUNDS REVENUE

FOR THE PERIOD JANUARY 1, 2004 TO DECEMBER 31, 2004

### REVENUE - FAIRGROUNDS

#### CONCESSIONS

Marsh Grandstand	\$21,294.19
Pepsi Coliseum	159,179.89
Champions Pavilion	28,677.00
South Pavilion	58,486.84
West Pavilion	149,572.92
Marsh Ag/Hort Building	8,836.50
Farm Bureau Building	32,572.94
Exposition Hall	76,688.10
Southwest Pavilion	695.39
Marsh Blue Ribbon Pavilion	60,782.31
Northwest Pavilion	2,736.19
Pioneer Our Land Pavilion	1,887.47
Other Buildings	18,476.11

**Sub-Total Concessions** **\$619,885.85**

#### RENTALS OF BUILDINGS/GROUNDS

Marsh Grandstand	\$71,960.00
Pepsi Coliseum	168,510.00
Champions Pavilion	83,200.00
South Pavilion	122,656.25
West Pavilion	308,375.00
Marsh Ag/Hort Building	62,500.00
Farm Bureau Building	16,611.64
Exposition Hall	167,087.50
Southwest Pavilion	13,990.00
Natural Resources Building	850.00
Fall Creek Pavilion	3,600.00
Marsh Blue Ribbon Pavilion	148,721.55
Northwest Pavilion	17,300.00
Pioneer Our Land Pavilion	17,750.00
Grand Hall	14,550.00
Other Buildings	48,147.60

**Sub-Total Rent Revenue** **\$1,265,809.54**

#### OTHER RENTALS

House Rentals	\$9,985.00
Contractor Rentals	16,200.00
Camping & Parking	90,204.45

**Sub-Total Other Rentals** **\$116,389.45**

#### EQUIPMENT RENTALS

Chairs	\$24,022.25
Tables	74,664.00
Public Address Rental	12,235.62
Billboard Rental	6,786.25
Other Equipment Rental	200.00

**Sub-Total Equipment Rentals** **\$117,908.12**

### EXPENSE REIMBURSEMENTS

Sound System Technical	\$127,997.38
Exhibitor Electric	207,026.47
Exhibitor Heat Gas	63,348.12
Exhibitor Telephone	140.00
Exhibitor Janitorial	47,965.27
Clean-up	257,056.29
Exhibitor Misc.	673,935.89

**Sub-Total Expense Reimbursements** **\$1,337,469.42**

### FAIRGROUNDS EVENTS

Boxing - Spring	\$36,605.00
Boxing - Fall	42,840.00
Hoosier Horse Fair	36,156.49
Safe Night Halloween	2,950.00

**Sub-Total Fairgrounds Events** **\$118,551.49**

### TAX REVENUE

Pari-Mutuel - OTB	\$310,147.45
Riverboat	6,106,888.32
Mil Tax	3,006,491.95

**Sub-Total Tax Revenue** **\$9,423,527.72**

### OTHER INCOME

Speed Barn Rentals	\$127,630.00
Grand Circuit	24,799.05
Ice Skating - Public	177,800.08
Skate Shop	130,206.79
Interest Income	59,049.31
Sponsorships - Fairgrounds	196,500.00
Support Services	2,455.20
Central Purchasing	336.90
Sign Shop	14,054.96
Marketing	24,252.00
Marketing - Prod. Services	35,667.97
Buildings & Grounds	5,393.89
Ticket Office	5,660.75
Souvenir Sales	5,530.00
Misc. Other	30,826.29

**Sub-Total Other Revenue** **\$840,163.19**

**TOTAL FAIRGROUNDS REVENUE** **\$13,879,704.78**

# INCOME STATEMENT

## INDIANA STATE FAIRGROUNDS EXPENSES

### FOR THE PERIOD JANUARY 1, 2004 TO DECEMBER 31, 2004

#### EXPENSES - FAIRGROUNDS

##### BUILDINGS & GROUNDS

Landscape	\$54,564.37
Roads & Track Maintenance	37,642.98
Vehicle Maintenance	169,303.35
Carpenter	303,208.52
Paint	35,271.23
Plumbing	43,137.18
Heat/Ventilation	60,347.24
Electrical	47,844.59
General Maintenance	209,814.42

##### Sub-Total

**Buildings & Grounds \$961,133.88**

##### UTILITIES

Electric	\$754,745.45
Water	100,645.63
Gas	340,325.76

**Sub-Total Utilities \$1,195,716.84**

##### OPERATIONS

Recoverable	\$583,417.49
Non-Recoverable	270,992.54
Pepsi Coliseum	43,388.26

**Sub-Total Operations \$897,798.29**

##### FAIRGROUNDS EVENTS

Boxing - Spring	\$40,324.80
Boxing - Fall	44,829.99
Hoosier Horse Fair	46,745.36
Safe Night Halloween	6,341.90

**Sub-Total Events \$138,242.05**

##### PAYROLL RELATED EXPENSES

Payroll (Full-Time & Part-Time)	\$2,691,614.26
Group Insurance	511,741.22
PERF (Retirement)	204,626.02
Deferred Comp-Matching	18,540.00
FICA (Employer Taxes)	200,715.42
Unemployment/Worker's Comp	64,942.95

##### Sub-Total

**Payroll Expenses \$3,692,179.87**

##### OTHER EXPENSES

Fairgrounds Harness Dept.	\$43,144.45
Grand Circuit	25,026.01
Ice Skating - Public	49,623.24

Skate Shop	82,226.91
Sponsorships - Fairgrounds	66,917.50
Marketing - Fairgrounds	132,348.36
Marketing - Prod. Services	38,289.60
Support Services	61,111.88
Central Purchasing	38,571.18
Print Shop	9,869.60
Sign Shop	5,214.53
General Administration	273,297.49
Ticket Office	4,687.69
Commission	14,539.68
Bad Debt Expense	26,421.10

##### Sub-Total

**Other Expenses \$871,289.22**

##### TOTAL FAIRGROUNDS

**EXPENSES \$7,756,360.15**

##### CAPITAL EXPENDITURES

Third Turn Improvements	\$40,072.48
Roof Design/Replace	4,050.00
Shuttle Bus Refurbish	18,667.00
Computer Hardware/Software	27,991.50
Race Track Improvements	5,186.17
Champions Pavilion Furniture	1,796.90
Krannert Demolition	112,910.03

##### Sub-Total

**Capital Expenditures \$211,676.76**

**Bond Debt Amortization \$64,835.44**

**Bond Debt Interest \$831,744.60**

**TOTAL EXPENSES \$8,864,616.95**

##### INCOME EXCEEDING

**EXPENDITURES \$5,015,087.83\***

\*Excludes 2004 depreciation expense of \$3.409 million.

\*Committed to 2004 revenue bond principal of \$1.355 million and 2004 capital projects totalling \$1.482 million.

# INCOME STATEMENT - FACILITY CHARGE

## INDIANA STATE FAIR COMMISSION

### FOR THE PERIOD JANUARY 1, 2004 TO DECEMBER 31, 2004

REVENUE - FACILITY CHARGE	
Facility Charge	\$995,576.00
Season Ticket Passes	2,270.00

<b>Total Facility Charge Revenue</b>	<b>\$997,846.00</b>
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EXPENSES - FACILITY CHARGE	
Salaries/Wages	\$323,044.69
Payroll Taxes	27,956.19
Uniforms	4,652.95
Printing	5,400.61
Shuttle/Van Rental	6,333.78
Contract Services/Security	162,673.29
Stationary/Office Supplies	765.82
General (Misc.)	10,827.96

<b>Sub-Total Facility Charge Operation Expenses</b>	<b>\$541,655.29</b>
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<b>Income Exceeding Expenditures - Operating Activity</b>	<b>\$456,190.71</b>
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2004 PROJECTS	
Home & Family Arts Improvements	\$23,631.94
Restroom Improvements	64,507.54
FFA Porch/Stage	5,137.51
Pepsi Coliseum Chairs	5,000.00

<b>Sub-Total Projects</b>	<b>\$98,276.99</b>
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<b>Net Profit (Loss)</b>	<b>\$357,913.72*</b>
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\*All net revenues from facility charge fees are restricted for use for Fairgrounds capital improvements and maintenance. During 2004, facility charge net revenues funded the Pepsi Coliseum north doors at \$166,000; two new forklifts at \$49,000; additional folding tables and chairs at \$53,000; and partial funding for video camera monitoring at the main gates.



# COMPARATIVE ANALYSIS 2000 - 2004

	2000	2001	2002	2003	2004
<b>FAIR</b>					
Income	\$5,689,000	\$5,763,000	\$6,921,000	\$7,877,000	\$8,281,000
Expense	5,567,000	5,554,000	6,307,000	6,945,000	7,582,000
Income Exceeding Expense	\$122,000	\$209,000	\$614,000	\$932,000	\$699,000

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<b>FAIRGROUNDS</b>					
Income	\$12,114,000	\$12,623,000	\$10,632,000* <sup>1</sup>	\$10,550,000* <sup>2</sup>	\$13,880,000
Expense	8,024,000	7,904,000	7,539,000	8,525,000	8,865,000
Income Exceeding Expense	\$4,090,000	\$4,719,000	\$3,093,000	\$2,025,000	\$5,015,000

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<b>FACILITY CHARGE</b>					
Income	\$762,000	\$736,000	\$788,000	\$1,060,000* <sup>3</sup>	\$998,000
Expense	382,000	387,000	396,000	750,000* <sup>4</sup>	640,000
Income Exceeding Expense	\$380,000	\$349,000	\$392,000	\$310,000	\$358,000

**Footnotes:**

1. \$2 million Riverboat Casino reversion.
2. \$1 million Riverboat Casino Reversion; \$1 million shortfall in Riverboat supplemental revenue; \$600,000 payment to Center for Agricultural Science and Heritage.
3. Increased to \$3 per car in 2003
4. Includes \$328,000 roof repair and maintenance to the Marsh Ag/Hort and Communications Buildings.
5. Income exceeding expenditures is used primarily for funding revenue bond debt and fixed asset additions.



# *The Indiana State Fair Sesquicentennial*

*In 2006, The Great Indiana State Fair  
will celebrate it's 150th Anniversary!*

*The first fair opened in 1852 at Military Park.*

*Why then is its Sesquicentennial in 2006?*

*Because the Fair was cancelled in 1861 due  
to the Civil War, and from 1942-1945 due to  
World War II.*



*Join us for the 2005 State Fair  
August 10-21, to learn more about  
the spectacular 150th celebration  
that will take place during  
the 2006 State Fair,  
August 9-20.*



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